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ABSTRACT

In order to deal with the decline in full-time equivalent enrollment at Moraine Valley Community College (MVCC) for the first time in its ten-year history, a model recruitment plan was developed, aimed at increasing enrollments in college programs with weak draw and among communities and high schools whose participation rates were low. The plan was divided into high school and community components and was developed by a task force that included the deans of student development and of instruction, the associate dean of vocational education, the assistant dean of admissions, the directors of research and evaluation and of the public information office, and the executive vice president. The plan involved printing and distributing program brochures to high school students; MVCC administration meeting with high school administrators, counselors, and faculty as well as with high school juniors and seniors; visiting shopping centers in areas with low participation rates; releasing program news in newspapers; opening information centers; sending out bank mailers to depositers outlining MVCC offerings and services; advertising fall registration; and reorganizing the MVCC fall mailer to reach non-participatory groups. Information on each plan aspect, its target population, the tasks involved, who was responsible for task execution, and completion schedules is included. (TR)

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MARKET SEGMENTATION AS A PLANNING TOOL

FOR COMMUNITY COLLEGE RECRUITMENT

by

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July 1978

JC 780 374

Market Segmentation as a Planning Tool for Community College Recruitment

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Abstract

MVCC experienced an enrollment decline for the first time in its 10 year history, this fact prompted the use of market segmentation as a planning tool for recruitment efforts.

The model that evolved contained four major components: target group identification, recruitment plan, implementation and monitoring of plan and evaluation. The model was based on the following premises: (1) it must be consistent with college goals and mission; (2) it must result in no new major budget expenditures; (3) it must be a college-wide coordinated effort; (4) it must be planned, developed and implemented within 9 months; (5) it must be self-sustaining; (6) it must be based on data; (7) it must be monitored and (8) it should be considered as a pilot program.

Market Segmentation as a Planning Tool for Community College Recruitment

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For the first time in its ten year history, Moraine Valley Community College experienced a slight decline in the full-time equivalent enrollment. This fact may not have caused much concern by itself; however, coupled with the anticipated drop in high school graduates and the projected decrease in state population, it posed a serious question about Moraine Valley's future enrollment. What could Moraine Valley do to stabilize its enrollment? The answer, an active recruitment effort.

Prior to 1977, recruitment efforts at Moraine Valley were either non-existent or minimal. There was not great need to recruit when students were enrolling in record numbers; the college doubled its initial enrollment in one year and doubled it again in 5 years. MVCC experienced large enrollment increases in the succeeding years of 27% and 7%. The realities of the present situation; however, pointed to the establishment of a sound recruitment model based on data and consistent with college goals.

The model that evolved contained four major components: target group identification, recruitment plan, implementation and monitoring of plan and evaluation. The model was based on the following premises: (1) it must be consistent with college goals and mission; (2) it must result in no new major budget expenditures; (3) it must be a college-wide coordinated effort; (4) it must be planned, developed and implemented within 9 months; (5) it must be self-sustaining; (6) it must be based on data; (7) it must be monitored and (8) it should be considered as a pilot program.

Target Group Identification. Three groups of students were identified: (a) students who graduated from high school in June 1977 and were attending MVCC in fall 1977; (b) students currently enrolled in career or transfer programs and (c) students who were enrolled at Moraine Valley for the first time. In order to determine MVCC's drawing power from high schools, recent high school graduates were subdivided into 3 groups--graduates of local public high schools, graduates of local private high schools and graduates from other high schools. The number of students graduated from each high school was then used as a base to determine the MVCC participation rate by high school. The participation rates ranged from 5% to 27%. This information provided MVCC with local high schools whose participation rates were low.

Also of interest was the type of programs in which recent high school graduates enrolled. This information identified programs with strong high school draw and programs with weak draw. The number of recent high school graduates enrolled in MVCC programs ranged from 0 to 191.

The Moraine Valley Community College district is comprised of 25 communities. In order to determine MVCC's drawing power from these communities, the presently enrolled student body was categorized by program by community by

age. The adult population in each community was then used as a base to determine the MVCC participation rate by community. The community participation rates ranged from 2.9% to 16.4%. This information provided MVCC with communities whose participation rates were low and also programs where specific community participation rates were low.

Recruitment Plan. The recruitment plan was divided into two components, the high school plan and the community plan. Since the recruitment model had a coordinated effort as a premise, a recruitment task force was commissioned to develop the recruitment plans. The task force was comprised of the Dean of Student Development, Dean of Instruction, Associate Dean of Vocational Education, Assistant Dean of Admissions, Director of the Public Information Office, Director of Research and Evaluation and the Executive Vice President.

Based on the data and consistent with college goals, the high school recruitment plan was drafted. Seven programs that were not attracting high school students were identified. These programs met the stipulations that they were applicable to recent high school graduates and could enroll additional students. Program brochures geared to the high school audience were printed and distributed to the high schools where the participation rates in the selected programs were low. Ads highlighting the selected programs were also placed in high school newspapers.

In the four local public high schools where participation rates were extremely low, MVCC administration met with high school administrators, counselors and faculty to explain new programs and programs that have been recently revised at MVCC. During this meeting, plans were also set up for MVCC staff to speak with high school juniors and seniors regarding MVCC offerings. Additionally, a program was started where members of MVCC's Technology faculty could visit various Technology classes at the local high schools.

The community plan entailed: visits to shopping centers in communities with low participation rates; program news releases in all community newspapers; general news releases in targeted community newspapers; the opening of an information center in communities with low participation rates; a bank mailer outlining MVCC offerings and services to depositors in target community banks; advertising fall registration by means of moving signs in targeted communities; reorganization of the fall mailer emphasizing targeted programs and the addition of new addresses to the MVCC mailing list.

Implementation and Monitoring of Plan. The plan was implemented March 1, 1978. A staff member was selected to monitor the plan and to make sure all deadlines were met. All recruiting efforts had to have the approval of the coordinator.

Evaluation. The results of the recruitment efforts will be evaluated during the fall 1978 semester.

This first effort at recruitment at MVCC has led to an awareness of student and program attraction at MVCC which will be used in subsequent planning of programs and courses. Questions such as, Why is the participation rate low in some communities? Are we meeting community needs? Are we meeting high school graduates' needs?, now must be answered.

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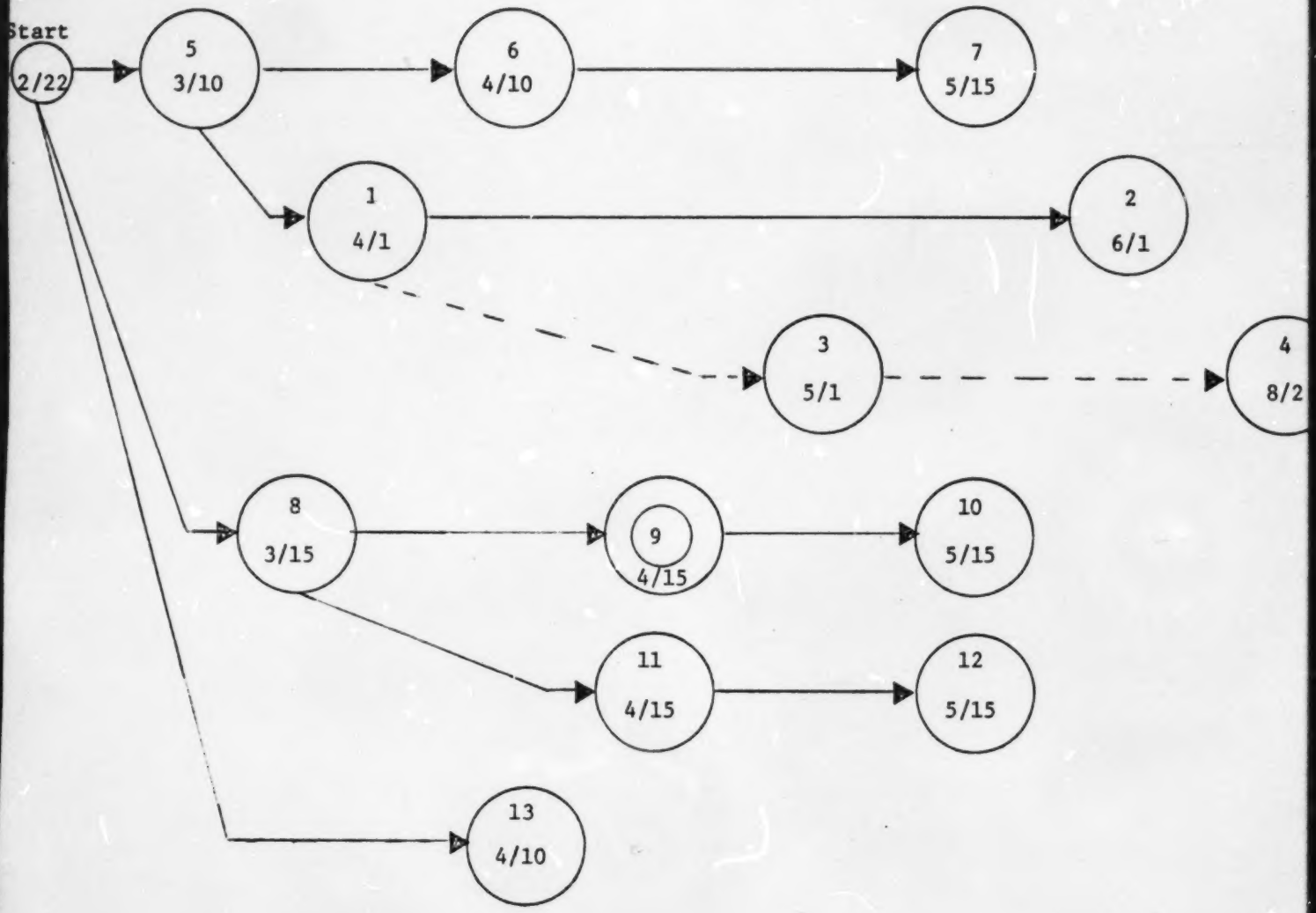
High School Marketing Plan



High School Marketing Plan

Event	Program or School	Task	Responsibility	Completion Date
1. H.S. Ads Written				April 1, 1978
	NDE			
		Content	Klene, Zimanzl	March 3
		Writing	Nelson	March 9
		Layout, Graphics	DeCaprio	March 15
	SLP			
		Content	Rak, Adduci	March 3
		Writing	Nelson	March 9
		Layout, Graphics	DeCaprio	March 15
	TRA			
		Content	Seaney, Twenter	March 3
		Writing	Nelson	March 9
		Layout, Graphics	DeCaprio	March 15
	IET			
		Content	DeDona, Allan	March 10
		Writing	Nelson	March 16
		Layout, Graphics	DeCaprio	March 22
	LSC			
		Content	Seaney, Twenter	March 10
		Writing	Nelson	March 16
		Layout, Graphics	DeCaprio	March 22
	Sec.Sci. & Gen. Off.			
		Content	Hanrahan, Seaney, Twenter	March 10
		Writing	Nelson	March 16
		Layout, Graphics	DeCaprio	March 22
2. H.S. Ads Placed				June 1, 1978
	NDE			
		Placement	Nelson	March, April, May
	SLP			
		Placement	Nelson	March, April, May
	TRA			
		Placement	Nelson	March, April, May
	IET			
		Placement	Nelson	April, May
	LSC			
		Placement	Nelson	April, May
	Sec.Sci.			
		Placement	Nelson	April, May

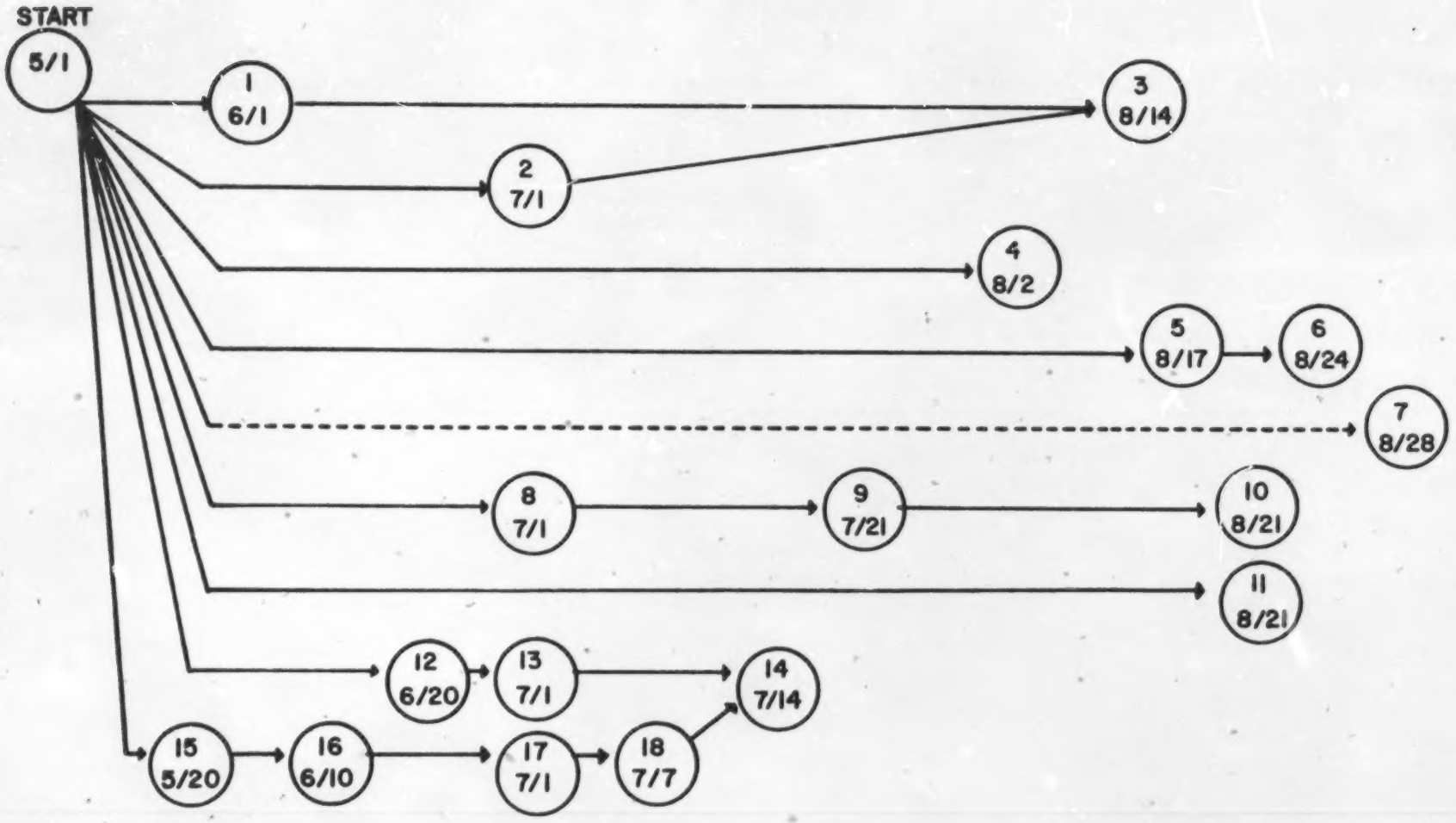
Event	Program or School	Task	Responsibility	Completion Date
3. News Releases, Written				May 1, 1978
	NDE			
		Interviewing, Writing	Nelson	March 23
		Pictures	Nelson	March 23
		Sources	Zimanzl, Klene	
	TRA			
		Interviewing, Writing	Nelson	March 31
		Pictures	Nelson	March 31
		Sources	Twenter, Seaney, Klene, Loughnane	
	LSC			
		Interviewing, Writing	Nelson	April 7
		Pictures	Nelson	April 7
		Sources	Twenter, Seaney, Twining	
	IET			
		Interviewing, Writing	Nelson	April 14
		Pictures	Nelson	April 14
		Sources	DeDona, Allan, Jobst	
	DFT			
		Interviewing, Writing	Nelson	April 21
		Pictures	Nelson	April 21
		Sources	Zimanzl, Dugan	
	Soc. Work			
		Interviewing, Writing	Nelson	April 28
		Pictures	Nelson	April 28
		Sources	Adduci, Heath	
	THR			
		Interviewing, Writing	Nelson	April 28
		Pictures	Nelson	April 28
		Sources	Twenter, Brackett	
4. News Releases Distributed				August 2, 1978
	NDE			
		Placement	Nelson	April 5, May 3, June 7, July 5
	TRA			
		Placement	Nelson	April 12, May 10, July 12

Event	Program or School	Task	Responsibility	Completion Date
	Soc. Work			
		Placement	Nelson	April 19, May 24
	LSC			
		Placement	Nelson	April 26, June 14, July 19
	DFT			
		Placement	Nelson	May 17, August 2
	THR			
		Placement	Nelson	May 31, June 28
	IET			
		Placement	Nelson	June 21, July 26
5. Program Brochures Written				March 10, 1978
	NDE			
		Content	Klene, Zimanzl	March 1
		Copy, Pictures	Nelson	March 6
		Layout	DeCaprio	March 9
		Approval	Van Raes	March 9
	IET			
		Content	DeDona, Allan	March 1
		Copy & Pictures	Nelson	March 6
		Layout	DeCaprio	March 9
		Approval	Van Raes	March 9
	THR			
		Content	Brackett, Twenter	March 1
		Copy, Pictures	Nelson	March 6
		Layout	DeCaprio	March 9
		Approval	Van Raes	March 9
	LSC			
		Content	Twining, Twenter	March 1
		Copy, Pictures	Nelson	March 6
		Layout	DeCaprio	March 9
		Approval	Van Raes	March 9
6. Program Brochures Printed				April 10, 1978
	NDE			
		Printing	Nelson	April 10
	IET			
		Printing	Nelson	April 10

Event	Program or School	Task	Responsibility	Completion Date
	THR			
		Printing	Nelson	April 10
	LSC			
		Printing	Nelson	April 10
7. Program Brochures Distributed				May 15, 1978
	NDE			
		Information to H.S. Teachers & Dept. Chairpersons	Van Raes	April 10
		High School Days	Bradley	May 15
	I T			
		Information to H.S. Teachers & Dept. Chairpersons	Van Raes	April 10
		High School Days	Bradley	May 15
	THR			
		Information to H.S. Teachers & Dept. Chairpersons	Van Raes	April 10
		High School Days	Bradley	May 15
	LSC			
		Information to H.S. Teachers & Dept. Chairpersons	Van Raes	April 10
		High School Days	Bradley	May 15
8. Meeting with High School Principals				March 15, 1978
	Reavis			
		Meeting	Theorodou, Kee, Bradley	March 15
	Eisenhower			
		Meeting	Thecdorou, Kee, Bradley	March 15
9. Contact with Division or Dept. Chairperson				April 1, 1978
	Reavis			
		Meeting	Bradley, Van Raes	April 1
	Eisenhower			
		Meeting	Bradley, Van Raes	April 1

Event	Program or School	Task	Responsibility	Completion Date
10. Class Visits				May 15, 1978
	Reavis			
		Guest Lecturers	Van Raes	May 15
	Eisenhower			
		Guest Lecturers	Van Raes	May 15
11. Meeting with Guidance Directors				April 1, 1978
	Reavis			
		Meeting	Bradley, Van Raes	April 1
	Eisenhower			
		Meeting	Bradley, Van Raes	April 1
	Evergreen Pk.			
		Meeting	Bradley, Van Raes	April 1
	Shepard			
		Meeting	Bradley, Van Raes	April 1
12. High School Days				May 15, 1978
	Reavis			
		Meeting	Bradley	May 15
	Eisenhower			
		Meeting	Bradley	May 15
	Evergreen Pk.			
		Meeting	Bradley	May 15
	Shepard			
		Meeting	Bradley	May 15
13. Information to High School Teachers & Dept. Chair-persons				April 10, 1978
	All Schools			
		Letter informing them of new programs & programs that have been modified; speakers available for classes	Van Raes	April 10

Community Marketing Plan



Community Marketing Plan

Event	Topic or Location	Task	Responsibility	Completion Date
1. Obtain Approval from Shopping Centers				June 1, 1978
	Hometown	Contact Manager	Nelson	June 1
	Playfield	Contact Manager	Nelson	June 1
	Green Oaks	Contact Manager	Nelson	June 1
	Treasury	Contact Manager	Nelson	June 1
	Evergreen Plaza	Contact Manager	Nelson	June 1
	Hill Creek	Contact Manager	Nelson	June 1
	Indian Trails	Contact Manager	Nelson	June 1
2. Develop Plan, Materials, Displays for Shopping Centers				July 1, 1978
	Designated Shopping Centers	Arrange for Transportation	Claussen	July 1
		Develop Materials	Claussen	July 1
		Provide Staffing	Claussen	July 1
		Plan Displays	Claussen	July 1
3. Visit Shopping Centers				August 14, 1978
	Hometown	Meeting	Claussen	August 14
	Playfield	Meeting	Claussen	August 14
	Green Oaks	Meeting	Claussen	August 14

Event	Topic or Location	Task	Responsibility	Completion Date
3. (Continued)	Treasury	Meeting	Claussen	August 14
	Evergreen Plaza	Meeting	Claussen	August 14
	Hill Creek	Meeting	Claussen	August 14
	Indian Trails	Meeting	Claussen	August 14
4. Program News Releases		"		August 2, 1978
		See High School Plan	Nelson	
5. General News Releases				August 17, 1978
	Transfer Programs	Writing	Nelson	June 1
	Health Science Programs	Writing	Nelson	June 8
	Public Service Programs	Writing	Nelson	June 15
	Industrial Tech. Programs	Writing	Nelson	June 22
	Business Related Programs	Writing	Nelson	June 29
	Women Students	Writing	Nelson	July 6
	Young Students	Writing	Nelson	July 13
	Off Campus Centers	Writing	Nelson	July 20
	Adult Students	Writing	Nelson	July 27

Event	Topic or Location	Task	Responsibility	Completion Date
5. (Continued)	Evening Classes	Writing	Nelson	August 3
	Physically Limited	Writing	Nelson	August 10
	General Article	Writing	Nelson	August 17
6. General News Releases Distributed				August 24, 1978
	Transfer Programs	Placement	Nelson	June 8
	Health Science Programs	Placement	Nelson	June 15
	Public Service Programs	Placement	Nelson	June 22
	Industrial Tech. Programs	Placement	Nelson	June 29
	Business Related Programs	Placement	Nelson	July 6
	Women Students	Placement	Nelson	July 13
	Young Students	Placement	Nelson	July 20
	Off Campus Centers	Placement	Nelson	July 27
	Adult Students	Placement	Nelson	August 3
	Evening Classes	Placement	Nelson	August 10

Event	Topic or Location	Task	Responsibility	Completion Date
6. (Continued)	Physically Limited			
		Placement	Nelson	August 17
	General Article			
		Placement	Nelson	August 24
7. Out Reach				August 28, 1978
	Disadvantaged/ Handicapped			
		Speaking to H.S. Dropouts	Claussen	May 4
		Police Dept. Youth Officers	Claussen	May 7
		Priests and Ministers	Claussen	May 7
		Southwest YMCA	Claussen	May 23
		Community Visits	Claussen	August 28
		Publicity	Claussen	August 28
		Contacts	Claussen	August 28
	Robbins Information Center			
		Robbins Newsletter	Drake	May 15
		High School Recruitment	Drake	(See High School Plans)
		Publicity	Drake	August 28
		Contacts	Drake	August 28
	Physically Limited			
		Visit Div. of Voc. Rehabilitation	Travis	May 30
		Publicity	Travis	August 28
		Contacts	Travis	August 28

Event	Topic or Location	Task	Responsibility	Completion Date
8. Contact Banks Concerning Mailer				July 1, 1978
	First National Bank of Blue Island			
		Arrangement	Nelson	July 1
	First National Bank of Evergreen Park			
		Arrangements	Nelson	July 1
	Burbank State Bank			
		Arrangements	Nelson	July 1
	Argo State Bank			
		Arrangements	Nelson	July 1
	Alsip Bank			
		Arrangements	Nelson	July 1
9. Preparation of Bank Mailer				July 21, 1978
	Bank Mailer			
		Content	Nelson	July 15
		Writing	Nelson	July 15
		Graphics	DeCaprio	July 15
		Printing	Nelson	July 21
10. Bank Mailer				August 21, 1978
	First National Bank of Blue Island			
		Placement	Nelson	August 1
	First National Bank of Evergreen Park			
		Placement	Nelson	August 1
	Burbank State Bank			
		Placement	Nelson	August 1
	Argo State Bank			
		Placement	Nelson	August 1

Event	Topic or Location	Task	Responsibility	Completion Date
10. (Continued)	Alsip Bank			
		Placement	Nelson	
11. Moving Signs				August 21, 1978
	Worth Bank & Trust			
		Arrangements	Nelson	July 14
		Placement	Nelson	August 14-21
	Heritage Standard Bank & Trust			
		Arrangements	Nelson	July 14
		Placement	Nelson	August 14-21
	Oak Lawn Holiday Inn			
		Arrangements	Nelson	July 14
		Placement	Nelson	August 14-21
	Summit 1st Federal Savings & Loan			
		Arrangements	Nelson	July 14
		Placement	Nelson	August 14-21
	George Washington Savings & Loan			
		Arrangements	Nelson	July 14
		Placement	Nelson	August 14-21
	First Savings & Loan of Orland			
		Arrangements	Nelson	July 14
		Placement	Nelson	August 14-21
	Fairway Savings			
		Arrangements	Nelson	July 14
		Placement	Nelson	August 14-21
	Orland State Bank			
		Arrangements	Nelson	July 14
		Placement	Nelson	August 14-21
	First National Bank of Blue Island			
		Arrangements	Nelson	July 14
		Placement	Nelson	August 14-21

Task	Topic or Location	Task	Responsibility	Completion Date
11. (Continued)	Evergreen Plaza Bank			
		Arrangements	Nelson	July 14
		Placement	Nelson	August 14-21
	Bank of Hickory Hills			
		Arrangements	Nelson	July 14
		Placement	Nelson	August 14-21
12. Information for Mailer				June 20, 1978
	Fall Mailer			
		Content	Kee	May 25
		Program Advertising	Nelson	June 20
		Pictures	Nelson	June 20
		Layout	Nelson	June 20
13. Printing of Mailer				July 1, 1978
	Mailer			
		Printing	Nelson	July 1
14. Distribution of Fall Mailer				July 14, 1978
	Fall Mailer			
		Distribution	Nelson	July 14
15. Contact Village Townships				May 20, 1978
	Orland Park			
		New Subdivisions	Baratta	May 20
	Hickory Hills			
		New Subdivisions	Baratta	May 20
	Palos Hills			
		New Subdivisions	Baratta	May 20
	Palos Heights			
		New Subdivisions	Baratta	May 20
	Palos Park			
		New Subdivisions	Baratta	May 20

Task	Topic or Location	Task	Responsibility	Completion Date
15. (Continued)	Westhaven	New Subdivisions	Baratta	May 20
	Tinley Park	New Subdivisions	Baratta	May 20
16. List of New Homes				June 10, 1978
	Orland Park	Addresses	Baratta	June 10
	Hickory Hills	Addresses	Baratta	June 10
	Palos Hills	Addresses	Baratta	June 10
	Palos Heights	Addresses	Baratta	June 10
	Palos Park	Addresses	Baratta	June 10
	Westhaven	Addresses	Baratta	June 10
	Tinley Park	Addresses	Baratta	June 10
17. Keypunching New Addresses				July 1, 1978
	Orland Park	Keypunching	Walsh	July 1
	Hickory Hills	Keypunching	Walsh	July 1
	Palos Hills	Keypunching	Walsh	July 1
	Palos Heights	Keypunching	Walsh	July 1
	Palos Park	Keypunching	Walsh	July 1
	Westhaven	Keypunching	Walsh	July 1
	Tinley Park	Keypunching	Walsh	July 1

Task	Topic or Location	Task	Responsibility	Completion Date
18. Update Mailing List	Community Addresses	Update List	Walsh	July 7, 1978 July 7

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CLEARINGHOUSE FOR
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